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ABOUT ME

I have been working in the software industry for over **10 years**, managing software projects, **WordPress development**, and **SEO strategies**. Currently, as a **Product Manager**, I lead web development projects, manage software, UI/UX, and SEO teams, and focus on optimizing workflows and improving customer experience.

With a strong technical background and curiosity, I have experience in **Unity, Unreal Engine, Ad Management**, and **Social Media**, as well as WordPress, PHP, JavaScript, and key **SEO tools** like Semrush, Ahrefs, and Google Analytics.

LANGUAGES

- English B1

SERCAN SEVİNÇER

Product Manager
SEO & WordPress Expert

EXPERIENCE

PRODUCT MANAGER

Inolyzer Bilişim Teknolojileri A.Ş | May 2024 - Present

Managing in-house web development projects (such as SaverInstaPro.app and CommentPickerPro.com), Leading teams from software development to UI/UX. Planning and coordinating tasks across teams to ensure efficient workflows. Optimizing customer experience through continuous improvements. Driving SEO and performance marketing strategies to increase website traffic and brand awareness.

WEB & SEO TEAM LEAD

Inolyzer Bilişim Teknolojileri A.Ş | July 2020 - April 2024

Managing the SEO & Web team. Developing end-to-end SEO strategies. Managing client relationships. Mentoring the team and Optimizing workflows using Monday.com, Jira, and Trello. Using SEMrush, Ahrefs, Google Search Console, Google Analytics, Looker Studio, and more for SEO analysis. Working with PHP, CSS, WordPress, JavaScript, and jQuery to optimize website performance and UX.

WORDPRESS DEVELOPER & SEO SPECIALIST

Teknolojig Bilişim Teknolojileri | October 2019 - March 2020

Building e-commerce and corporate websites using WordPress for various clients. Managing SEO processes for websites built on WordPress, Ticimax, and T-Soft, optimizing their performance and visibility.

WORDPRESS WEB DEVELOPER

Boosmart | November 2018 - January 2019

Building websites for various clients using WordPress.

WORDPRESS WEB DEVELOPER & SEO SPECIALIST

Kolektifweb | January 2017 - July 2018

Developing WordPress solutions for e-commerce and corporate clients. Implementing advanced SEO strategies to increase online visibility. Leading a team of three interns, providing mentorship and training.

PHP DEVELOPER

Düşler Ofisi | 2012-2013

Developed and coded corporate websites for small and medium-sized businesses. Implemented CSS, JavaScript, and PHP to enhance website functionality and design.

SKILLS

MANAGEMENT SKILLS

- Project Management
- Team Management
- Workflow Optimization
- Jira, Monday.com, Trello
- Client Management
- Performance Marketing
- SEO Management
- Social Media Management

TECHNICAL SKILLS

- SEO Tools (Semrush, Ahrefs, Google Search Console, Google Analytics, Looker Studio, Spamzilla)
- Web Development (PHP, WordPress, JavaScript, jQuery, CSS, HTML)
- CMS Management
- Microsoft Office
- Adobe Photoshop, Adobe Premier
- Unity, Unreal Engine 5

EDUCATION

DUMLUPINAR UNIVERSITY

Computer Programming
2013-2015

ABDURRAHMAN VE NERMİN BİLİMLİ VOCATIONAL AND TECHNICAL ANATOLIAN HIGH SCHOOL

Web Design and Programming
2009 - 2013

CERTIFICATES

- 2022 **3 Dimensions of Leadership - NEO Skola**
- 2018 **Social Media Expertise - İstanbul İşletme Enstitüsü**
- 2017 **English B2 - İsmek**

PROJECTS

SOME OF THE PROJECTS I MANAGE THAT ARE CURRENTLY LIVE

SAVERINSTAPRO.APP

saverinstapro.app

It is a web project that allows downloading various types of videos from Instagram.

COMMENT PICKER PRO

commentpickerpro.com

It is a web project that allows you to make a giveaway via Instagram post. It has two versions: Paid and Free.

VIDEO DOWNLOADS

videodownloads.info

It is a web project that allows you to download your YouTube videos in the quality you want.

WORDPRESS WEBSITES

SOME OF THE WEBSITES I MANAGE THAT ARE CURRENTLY LIVE

- <https://debaventures.com/>
- <https://talent.bbl.co/>
- <https://esports.bbl.co/>
- <https://footbond.com/>
- <https://dentwayinternational.com/>
- <http://yummate.co/>
- <https://invexen.com/>
- <https://www.weplayventures.com/>
- <https://weplaygsyf.com/>